

AD MEN CONFER TO ELIMINATE FAKERS

CHICAGO, April 8.—The executive committee of the American Association of Advertising Agencies today its quarterly convention at the Blackstone Hotel, Chicago.

There are 111 members now in the American Association of Advertising Agencies. The purpose of the association is to establish higher and better standards of training and organization; to make it easier for those who have the proper qualifications to secure the necessary training, and to make it increasingly difficult for those who lack these qualifications to masquerade under the name of advertising agents.

The purpose of the following definition is to afford the advertiser, both present and prospective, a clearer picture of the breadth of service which is available, and the qualifications necessary for carrying on such service. With this clear conception, the advertiser will be in a position to secure that service which is best qualified to meet his needs. He will have a standard by which to judge the qualifications of an organization, and to do any particular kind of work, and by using discrimination he will help eliminate the waste in advertising, and thus reduce costs.

Advertising Agency Service.
Advertising Agency Service consists of interpreting to the public, or to that part of it which is desired to reach, the advantage of a product or service. Interpreting to the public the advantage of a product or service is based upon:

1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.
2. An analysis of the present and potential market for which the product or service is adapted:
As to season.
As to nature and amount of competition.
As to trade and economic conditions.
3. A knowledge of the factors of distribution, sales and their methods of operation.
Media and Means.
4. A knowledge of all the available media and means which can profit-

ably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor. This knowledge covers: Character, influence, circulation, physical requirements, cost, quantity, quality and location. Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

Formation of Definite Plan.
5. Formation of a definite plan.
6. Execution of this plan: (a) Writing, designing, illustrating of advertisements or other appropriate forms of the message. (b) Contracting for the space or other means of advertising. (c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract. (d) Checking and verifying of insertion, display or other means used. (e) The auditing, billing and paying for the service, space and preparations.
7. Co-operation with the sales work to insure the greatest return from advertising. The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of business; the more, also, will we support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so.

Personnel of Committee.
The members of the executive committee are as follows: William H. Johns, president of the Chicago Advertisers Company, president; Paul E. Faust, Malloy, Mitchell & Faust, vice president; W. R. Hine, Frank Seaman, Inc., treasurer; Harry Dwight Smith, of Fuller & Smith, Cleveland, secretary; William H. Rankin, William H. Rankin Company, chairman of the newspaper division; W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis; Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, Fla.; W. R. McLean, of McLean-Hadden-Simpers Company, Philadelphia; J. W. Barber, of the W. Barber Advertising Agency, Boston; O. H. Blackman, of the Blackman-Ross Company, New York; H. H. Charles, of the Charles Advertising Service, New York; James Matison, of the Cundlich Advertising Company, Chicago; Stanley Resor, of the J. Walter Thompson Company, New York; M. P. Gould, of M. P. Gould Company, New York; and James O'Shaughnessy, secretary of the association, New York.

Subjects of Discussion.
The subjects to be discussed are:
How can we induce advertisers from foreign countries to advertise in newspapers in this country.
The value of price maintenance in advertising service and in advertised commodities.
The effect of Chairman William B. Colver, of the Federal Trade Commission, ruling to the effect that advertising agencies should not be allowed to sell advertising space at less rate than newspapers would sell it to advertisers direct.
Government advertising of the future; also how the advertising agencies can help out over the Victory Loan.
Dinner at Blackstone.
Tonight the Western council will give a dinner to the visiting members of the executive committee at the Blackstone Hotel; every member of the Chicago advertising agencies has been invited and the chairman of the different divisions of the advertising groups in the association will speak.
Tomorrow noon the Chicago Advertising Association has asked Mr. William H. Johns, Mr. W. C. D'Arcy and Mr. Paul E. Faust to address its members, and it promises to be a record-breaking event.
The amount of business placed by the members of the American Association of Advertising Agencies aggregates over \$100,000,000 in advertising, and reports from all over the country show that manufacturers, retailers and wholesalers appreciate advertising and are using it to better advantage this year than in any year during the past ten years. The fact that the Government itself has asked that there should be more local as well as national advertising has given the advertising business an impetus which will make 1919 a banner year for the members of the American Association of Advertising Agencies.

NEW MAIL PLANES MUST ATTAIN 90 MILES AN HOUR
A cruising speed of 90 to 100 miles an hour will be required of the new planes which have been asked for by the Postoffice Department to be used in extension of the air mail service.
Specifications issued by the department are for multi-motored airplanes of a strict commercial type and particularly adapted for carrying mail.
Bids for construction of the planes will be opened June 2. Deliveries will begin six months after the contracts are let.
To be successful learn to save. Thrift stamps and War Savings stamps will help you.

To Prevent Grip Take "Laxative Bromo Quinine Tablets"
Be sure you get the Genuine Look for this signature
E. W. Grove
on the box. 30c.

3% on Savings Deposits
U. S. SAVINGS BANK
14th and You Streets
WADE H. COOPER, Pres.

Quality-Superb

100% Pure Turkish Tobacco

Helmar

TURKISH CIGARETTES

15 cents for 10

Don't try to compare ordinary cigarettes with Helmar.

One is just "smoke".

Helmar is delight—luxury—Pure Turkish tobacco.

Don't let anybody fool you.

A single Helmar is worth a hand-full of the other kind.

Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

People's Drug Stores—Not in the Trust

Hot-Water Bottles
About 2-gt. size, guaranteed perfect.
Special, 69c

PEOPLES DRUG STORES

Fountain Syringe
About 2-gt. size, guaranteed perfect.
Special, 98c

Gude's Pepto-mangan,
93c

Opportunities That Save You Money

Nuxated Iron
Regular \$1 Size,
75c

Sloan's Liniment
Small Size,
19c

Extract Vanilla
3-oz. 1/2 Pint. Pint.
25c 65c \$1.25

Laxative Bromo Quinine
Genuine Grove make, regular 30c also
19c

Swift's Specific
Two Sizes
\$1.35 & 79c

People's Prices on Cigarettes

Camel 20s, package 16c
Buy as many as you like
London Life (10c cork or plain) 10c
Helmars, package 12c
Turkish Trophies, package 12c
Egyptian Luxury, package 15c
Lord Salisbury, 15c package 15c
Omar, 15c package 15c
Fatima 15c package 16c
Melachrine, No. 9, all tips, package 17c
Mureda, 10c package 17c
Mogule, 10c, plain or cork, package 17c
Natural, 10c package 17c
Windsor Castle 20s, package 18c
Egyptian Pictorial 20s, package 20c
Pictorial 20s, package 21c
Richmond Straight Cuts, cork or plain, 21c

P. D. S.
Kills and Routs the Enemy
Fatal to All Insects and a Sure
Killer for Bedbugs

One can of P. D. S. now as a preventive would be worth five gallons of any kind of poison later on. Put up in large cans with handy spout top. Regular 35c

25c
Moth Balls, pound, 15c
Moth Crystals, pound, 25c
Peterson's Ant Powder, 10c
Peterson's Roach Powder, 10c
Peterson's Roach Powder, 19c
Chloride Lime, pound, 20c
Black Flag Insect Powder, 10c
Black Flag Insect Powder, 23c
Black Flag Insect Powder, 45c
Rough on Rats, 23c
Egyptian Flycatchers, 23c
Sulphur Candles, 5c two for 15c
Household Ammonia, quart, 15c

We Sell Genuine Bayer-Tablets Aspirin
5-Grain Tablets
2 Doz. in Bottle, 23c
100 in Bottle, 85c

Roos-Vel Salve, 15c size, 10c
Cascara Tablets, P. D. & Co. 5 gr., 100 in bottle, 21c
Sulphur and Cream Tartar Laxative, 10c
Phillips' Milk Magnesia, 30c and 21c
Miller's Snake Oil Liniment, 30c size, 21c
Mentholatum, small size, 15c
Glover's Nudge Remedy, 49c
Plate Water, large size, 15c
Father John's Medicine, 39c
Sal Hepatica, 70c, 19c
Pinkham's Vegetable Compound, 85c
Doan's Kidney Pills, 60c size, 39c
Horlick's Malted Milk, 30c, 70c, 100c, 200c, 300c, 400c, 500c, 600c, 700c, 800c, 900c, 1000c, 1100c, 1200c, 1300c, 1400c, 1500c, 1600c, 1700c, 1800c, 1900c, 2000c, 2100c, 2200c, 2300c, 2400c, 2500c, 2600c, 2700c, 2800c, 2900c, 3000c, 3100c, 3200c, 3300c, 3400c, 3500c, 3600c, 3700c, 3800c, 3900c, 4000c, 4100c, 4200c, 4300c, 4400c, 4500c, 4600c, 4700c, 4800c, 4900c, 5000c, 5100c, 5200c, 5300c, 5400c, 5500c, 5600c, 5700c, 5800c, 5900c, 6000c, 6100c, 6200c, 6300c, 6400c, 6500c, 6600c, 6700c, 6800c, 6900c, 7000c, 7100c, 7200c, 7300c, 7400c, 7500c, 7600c, 7700c, 7800c, 7900c, 8000c, 8100c, 8200c, 8300c, 8400c, 8500c, 8600c, 8700c, 8800c, 8900c, 9000c, 9100c, 9200c, 9300c, 9400c, 9500c, 9600c, 9700c, 9800c, 9900c, 10000c

Swamp Root
Small Size
42c

Beecham's Pills
10c and 17c

PEOPLES DRUG STORES

Pure Castor Oil
4 oz., 19c. Pint 50c

Pure Glycerine
4 oz., 19c. Pint 50c

California Fig Syrup
39c

Bromo Seltzer
Regular \$1.20 Size
75c

Dobell's Solution
Pint, 15c

Hops
8c oz.
2 for 15c

Pinaud's
Eau de Quinine Hair Tonic

4-ounce Bottle 62c
8-ounce Bottle \$1.09
15 1/2-ounce Bottle \$1.98
31-ounce Bottle \$3.59
Laveris, 75c, 35c and 19c
Lyon's Tooth Paste or Powder, 19c
Hind's Honey and Almond Cream, 80c and 39c
Sage and Sulphur Hair Tonic, 35c
Worth Sage and Sulphur, 70c and 59c
Williams' Shaving Cream, Powder or Stick, 23c
Melle Shaving Cream, 19c
Pond's Vanishing or Cold Cream, 38c and 19c
Colorite, all shades, 21c
Eggle's Ayven, 89c
Vaseline Hair Tonic, 35c and 60c
La-Croix Hair Tonic, 89c

You Can't Have Health Without Vitamines

Just a few years ago the world knew nothing about vitamins. If we were run down, if we lacked that splendid vigor which is all-essential to success, we didn't know it was very possibly due to lack of vitamins.

Today we know that lack of sufficient vitamins in our diet means ill-health, that it means in the young retarded growth; that the puny child, the weak, anaemic mother or the run-down father are very likely suffering from malnutrition caused through not taking into their system sufficient vitamins.

A bird—an animal—a man—will pass from ill-health to disease, and finally death, if placed on a diet containing no vitamins.

These are facts discovered and made known by scientists in the past few years.

Get a Bottle Today, \$1.00



Ingram's Milkweed Cream

It wards off the bad effects of wind and weather. Keeps the pores thoroughly cleansed and the texture of the skin soft. Alone among all beauty aids it has a positive therapeutic quality that keeps the skin healthy. Get jar today at "People's".
\$1.00 Size, 79c
50c Size, 42c

Soap Liniment
4 oz., 25c
8 oz., 45c
Pint, 79c

Cottonseed Oil
1/2 Gallon \$1.29
Gallon \$2.39

Pompeian Olive Oil
1/2 Pints Pints Quarts
35c 65c \$1.25

Salol Tablets
5 gr. 100 in bottle 49c

Salicylate of Soda Tablets
5 gr. 100 in bottle 35c

Babek for Malaria
60c Size
49c

Satin Skin Cold Cream
Satin Skin Greaseless Cream
Satin Skin Face Powder

There's Only One Way To Secure a Satin Skin: "Apply Satin Skin Cream, Then Satin Skin Powder" Satin Succeeds!
Satin Skin Cold Cream, 30c and 60c
Satin Skin Greaseless Cream, 35c and 65c
Satin Skin Face Powder, 35c

Hood's Sarsaparilla
Regular \$1.20 Size
98c

Home of Low Prices—We Always Sell the Best